

Subject: RELEASE: LADOT CELEBRATES SECOND ANNIVERSARY OF VISION ZERO WITH ROLL OUT OF LIFE SAVING IMPROVEMENTS ON CITY'S STREETS

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Date: 08/24/2017 12:29 PM

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LADOT Celebrates Second Anniversary of Vision Zero Initiative With Roll Out of Life Saving Improvements on City's Streets

LOS ANGELES, CA (August 24, 2017)

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Today is the two-year anniversary of Mayor Garcetti's Vision Zero Initiative, the City's goal to prioritize safety and reduce traffic fatalities. As co-chair of the Vision Zero initiative, the Los Angeles Department of Transportation has installed hundreds of life-saving improvements and reached thousands of Angelenos through its education campaign. Vision Zero enters its third year having secured \$27 million in the Fiscal Year 2018 budget.

The focus of the department's engineering and education efforts has been a subset of the High Injury Network, on which the most deadly and severe crashes occur involving people walking and cycling. In the last six months, LADOT has installed 404 new upgraded crosswalks, 109 new "[speed feedback signs](#)," and 117 new "[intersection tightenings](#)" along the Priority Corridors (picture below). These projects comprise the complete Phase 1 improvement projects on 15 Priority Corridors; 25 additional corridors are in the planning phase.

Vision Zero Los Angeles' education and outreach efforts have been multi-faceted, in an effort to shift the conversation in Los Angeles on traffic collisions. This campaign has included:

- Billboards installed on corridors suffering the highest number of fatal and serious injury collisions with the message "At 40 mph on Hoover, even a good driver's car can be deadly."

- Week-long creative traffic safety campaigns along the High Injury Network hosted in partnership with local community-based organizations. Using this direct outreach strategy, these campaigns reached over 23,000 Angelenos.
- A Digital Memorial Map honoring those killed in traffic collisions since 2003.
- LADOT's first "Creative Catalyst" Artist-in-Residence Alan Nakagawa used creativity to engage the LA community on Vision Zero, from Vision Zero-themed "Zines" and community-sourced Street Haikus about safety and life on Mar Vista's Venice Blvd to a 2016 World Day of Remembrance event in which 30 artists performed or installed artwork commemorating traffic fatalities along Spring and Main in Downtown LA.

The Safe Routes to School program is an integral part of the Vision Zero initiative that focuses on ensuring children are safe while traveling to-and-from school. To date, the program has upgraded crosswalks at the Top 50 schools (identified through an analysis of collision data, population density, and socioeconomic information), reduced speed limits in school zones and partnered with law enforcement to do outreach at 11 schools, collected school-based data at seven schools, and supported 398 Walk to School Day events. The program has secured \$22.5 million in state funding for street improvements, Safe Routes to School plans for the Top 50 schools, and education and enforcement programs.

The Vision Zero partnership will continue to develop and implement safety improvements on the High Injury Network and engage with communities. As a data-driven initiative, LADOT and its Vision Zero partners will study Los Angeles streets to learn the success of our safety improvements and determine how and where to focus our efforts as we move toward our goal of zero traffic deaths by 2025.

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